



Social Responsibility Coaching Program

About FishWise

FishWise works to sustain ocean ecosystems and the people who depend on them by transforming global seafood supply chains. We work alongside our industry partners and a growing network of experts to understand and address human rights issues in seafood supply chains.

The Need

Consumer demand for responsibly sourced products is growing. Governments are paying increased attention to human rights risks in multinational supply chains, with stronger regulations and more consistent enforcement. Companies are stepping up to implement more responsible business practices, but knowing how to begin — or continue — this opaque, global, collaborative work can be challenging.

- A heavy reliance on migrant labor means that workers may accrue debts through **recruitment** that make them vulnerable to coercion, exploitation, debt bondage, and threats.
- Limited ability to communicate at sea, combined with low access to legal protections and a dispersed labor force, hampers transparency and meaningful **worker engagement**.
- Long hours, dangerous weather, and hazardous working conditions create additional barriers to achieving **decent work at sea**.

The Coaching Program

FishWise is offering a new hands-on Coaching Program, with a curriculum and experience that is custom-tailored to help achieve your company's social responsibility goals.

Many resources exist for companies — but most still need a boost of strategic guidance to identify and prioritize investments for improving human and labor rights. Our process is carefully customized to the needs of each client while making the most of existing best practices and guidance.

With nearly two decades of experience implementing environmental and social responsibility programs with diverse companies, FishWise offers holistic, industry-specific expertise to help you navigate the complexities of reducing human rights risks and promoting decent work through responsibly sourced seafood.



How the Coaching Program works

The new hands-on Coaching Program offers a custom-tailored curriculum and experience to help you achieve your social responsibility goals.



1

Internal assessment

Complete an initial assessment prior to the program kickoff to help identify your company's needs and challenges. Every company's social responsibility journey will be different, and the initial assessment helps prioritize opportunities for improvement.



2

Kick-off & assessment review

Start with a stand-alone assessment and kick-off session with one of our FishWise coaches. The session results in a custom roadmap to best take advantage of the full coaching program, tailored to your needs by one of our experts.

The assessment and kick-off review session are purchased as a stand-alone package, with no obligations to continue with the program unless it's the perfect fit for you. Should you choose to continue on your journey with us, the initial fee will serve as a credit toward further coaching.



3

Core coaching modules

Work with your coach over a period of months as you implement change based on your custom coaching modules. The Coaching Program's core modules are designed to provide a deep dive into the topics that are most relevant to your company and most impactful. With four modules to choose from, our comprehensive coaching program is prepared to take anyone — from those just starting on their social responsibility journey, to the industry veterans — to the next level.

Modules are priced separately.

Module 1—Commit:

Plan, develop, and communicate your informed, public commitment to human and labor rights.

Module 2—Learn:

Build internal capacity and buy-in by providing training for leadership or cross-functional teams.

Module 3—Assess:

Gather and assess information about human rights risks in your supply chains to identify and prioritize social responsibility efforts.

Module 4—Build:

Build capacity with suppliers through training sessions and recommendations for further engagement.



4

Monitoring & evaluation

After 12 months, you'll have a follow up with your coach to review your progress, troubleshoot any obstacles, and look to the road ahead. Throughout the experience, you will also receive additional ongoing benefits, including access to FishWise briefings on high-profile topics, on-call advice, and credits for future services.

“The partnership with FishWise helps Target implement our responsible seafood program. They are able to vet our vendors, ensuring all of the certifications are in place and guarantee we are compliant with our 100% Sustainable Seafood commitment.”

— Alex Corbishley, Target Corporation